



## CALIFORNIA PRISON HEALTH CARE SERVICES (CDCR – PLATA) CAREER EXECUTIVE ASSIGNMENT EXAMINATION ANNOUNCEMENT

California State Government supports equal opportunity to all regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age, sexual orientation, medical condition or pregnancy. It is an objective of the State of California to achieve a drug-free work place. Any applicant for state employment will be expected to behave in accordance with this objective because the use of illegal drugs is inconsistent with the law of the State, the rules governing Civil Service, and the special trust placed in public servants.

<b>DEPARTMENT:</b>	CALIFORNIA PRISON HEALTH CARE SERVICES (CDCR – PLATA)	<b>RELEASE DATE:</b>	Friday, July 9, 2010
<b>POSITION TITLE:</b>	Director of Communications	<b>FINAL FILING DATE:</b>	Friday, July 30, 2010 <i>or until filled</i>
<b>CEA LEVEL:</b>	CEA 3	<b>EXTENDED FINAL FILING DATE:</b>	
<b>SALARY RANGE:</b>	\$ 8,594.00 - \$ 9,476.00 / Month	<b>BULLETIN ID:</b>	06282010_2

### POSITION DESCRIPTION

The Director of Communications, California Prison Health Care Services (CPHCS), is a key member of the Executive team at the first organizational level reporting to and working closely with the federal Receiver and Chief Deputy Receiver. The incumbent is responsible for conveying a clear message about health care services in the California adult prisons, developing and/or improving internal communication networks, and increasing the statewide and national awareness of CPHCS' responsibility to deliver a constitutional level of medical care to the adult inmate population in order to improve recruiting, develop public/private partnerships, and support the mission of the Receivership.

Duties include, but are not limited to:

Develops policy, plans, directs, and leads the development of a strategic communication plan including internal and external outreach, media relations, website content, marketing, publications and public affairs.

Evaluates the effectiveness of the established communication policies and protocols and recommends and implements changes to accomplish the objective of improved communication with both internal and external stakeholders.

Acts as the liaison and point-of-contact for CPHCS and the Receiver with the media, government officials, and the public relative to public/media relations. Selects individuals to appear for the department before the media and facilitates that process.

Screens major program and policy changes and developments to identify informational implications. Undertakes special assignments at the request of the Receiver.

### MINIMUM QUALIFICATIONS

Applicants must meet the following minimum qualifications:

**Either I**

Must be a State civil service employee with permanent civil service status or who previously had permanent status in the State civil service.

**Or II**

Must be a current or former employee of the Legislature, with two or more consecutive years as defined in Government code § 18990.

**Or III**

Must be a current or former non-elected exempt employee of the Executive Branch with two or more consecutive years (excluding those positions for which salaries are set by statute) as defined in Government Code § 18992.

**Or IV**

Must be a person retired from the United States military, honorably discharged from active military duty with a service-connected disability, or honorably discharged from active duty as defined in Government Code § 18991.

**KNOWLEDGE AND ABILITIES**

Applicants must demonstrate the ability to perform high administrative and policy – influencing functions effectively. Such overall ability requires possession of most of the following more specific knowledge and abilities:

(1) Knowledge of the organization and functions of California State Government including the organization and practices of the Legislature and the Executive Branch; principles, practices, and trends of public administration, organization, and management; techniques of organizing and motivating groups; program development and evaluation; methods of administrative problem solving; principles and practices of policy formulation and development; and personnel management techniques; the department's or agency's Equal Employment Opportunity Program objectives; and a manager's role in the Equal Employment Opportunity Program.

(2) Ability to plan, organize, and direct the work of multidisciplinary professional and administrative staff; analyze administrative policies, organization, procedures and practices; integrate the activities of a diverse program to attain common goals; gain the confidence and support of top level administrators and advise them on a wide range of administrative matters; develop cooperative working relationships with representatives of all levels of government, the public, and the Legislature and Executive branches; analyze complex problems and recommend effective courses of action; and prepare and review reports; and effectively contribute to the department's or agency's Equal Employment Opportunity objectives.

These knowledge and abilities are expected to be obtained from the following kinds of experience with substantial participation in the formulation, operation and/or evaluation of program policies (experience may have been paid or volunteer; in State service, other government settings, or in a private organization):

**CEA Level 1.** Supervisory/administrative experience in a line or staff activity, including

the execution and/or evaluation of program policies.

**CEA Levels 2 and 3.** Broad administrative or program manager experience with substantial participation in the formulation, operation, and/or evaluation of program policies.

**CEA Levels 4 and 5.** Extensive managerial and program administrative experience which has included substantial responsibility for a combination of management functions such as program planning; policy formulation; organization coordination and control; and fiscal and personnel management. Where high technical professional qualifications are of primary importance in performing the duties of a given CEA position, then the above required experience may have been in a staff capacity exercising professional skills to influence and contribute to program, policy, and methods of providing those professional services. Primary examples are medical doctors and attorneys.

### **DESIRABLE QUALIFICATION(S)**

Bachelor's degree; five years of experience in communication, media relations, or closely related field; experience in developing media contacts and materials including press releases, network of professional contacts within media circle and the administration.

### **EXAMINATION INFORMATION**

A minimum rating of 70% must be attained to obtain list eligibility. Hiring interviews may be conducted with the most qualified candidates. All candidates will receive written notification of their examination results. The result of this examination will be used only to fill the position of **Director of Communications**, with the **CALIFORNIA PRISON HEALTH CARE SERVICES (CDCR – PLATA)**. Applications will be retained for twelve months.

*The results of this examination will be used only to fill this position.*

### **FILING INSTRUCTIONS**

#### **Interested applicants must submit:**

- A completed Standard State Application (Form 678).
- A "Statement of Qualifications". The Statement is a narrative discussion of how the candidate's education, training, experience, and skills meet the minimum and desirable qualifications and qualify them for the position. The Statement of Qualifications serves as a documentation of each candidate's ability to present information clearly and concisely in writing and should be typed and no more than two pages in length.
- Resumes do not take the place of the Statement of Qualifications.

#### **Applications must be submitted by the final filing date to:**

CALIFORNIA PRISON HEALTH CARE SERVICES (CDCR – PLATA), Selection Services  
P.O. Box 4038, Suite 350, Sacramento, CA 95812-4038  
Xiong Her | 916-445-1414 | xiong.her@cdcr.ca.gov

### **ADDITIONAL INFORMATION**

If you are personally delivering your application, you must do so between the hours of 8:00 a.m. and

5:00 p.m., Monday through Friday, on or before the final filing date to CPHCS Human Resources, located at 501 J Street, Suite 350, Sacramento, CA.

**SPECIAL TESTING**

If you have a disability and need special testing arrangements, mark the appropriate box in Part 2 of the "Examination Application." You will be contacted to make specific arrangements.

**GENERAL INFORMATION**

If you meet the requirements stated in this bulletin, you may take this examination, which is competitive. Possession of the entrance requirements does not assure a place on the eligible list. Your performance in the examination described on this bulletin will be compared with the performance of others who take this test, and all candidates who pass will be ranked according to their scores.

The CALIFORNIA PRISON HEALTH CARE SERVICES (CDCR – PLATA) reserves the right to revise the examination plan to better meet the needs of the service if the circumstances under which this examination was planned change. Such revision will be in accordance with civil service law and rules and all competitors will be notified.

**General Qualifications:** Candidates must possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others.

**Class specs:** <http://www.dpa.ca.gov/textdocs/specs/s7/s7500.txt>